



**NEERAJ®**

# **M.J.M.-29**

## **Advertising And Public Relations**

**Chapter Wise Reference Book  
Including Many Solved Sample Papers**

*Based on*

# **I.G.N.O.U.**

**& Various Central, State & Other Open Universities**

*By: Rakesh Kumar*



**NEERAJ  
PUBLICATIONS**

*(Publishers of Educational Books)*

Mob.: 8510009872, 8510009878 E-mail: [info@neerajbooks.com](mailto:info@neerajbooks.com)

Website: [www.neerajbooks.com](http://www.neerajbooks.com)

**MRP ₹ 350/-**

Content

**ADVERTISING AND  
PUBLIC RELATIONS**

Question Paper—June-2023 (Solved).....	1-3
Question Paper—December-2022 (Solved) .....	1
Question Paper—Exam Held in July-2022 (Solved).....	1-4

---

<i>S.No.</i>	<i>Chapterwise Reference Book</i>	<i>Page</i>
--------------	-----------------------------------	-------------

---

**BLOCK-1: OVERVIEW OF ADVERTISING**

1. Theories, Models and Appeals in Advertising.....	1
2. Understanding the Target Audience .....	16
3. Strategic Planning and Brand Management.....	34
4. Advertising Agency: Structure and Functions.....	48

**BLOCK-2: PRACTICE OF ADVERTISING**

5. Account Planning and Client Servicing.....	60
6. Advertising Research and Campaign Planning .....	74
7. Ideation and Copywriting.....	90
8. Media Planning.....	101

**BLOCK-3: PRACTICE OF PUBLIC RELATIONS**

9.	History and Evolution of Public Relations.....	112
10.	Tools and Techniques for Public Relations .....	125
11.	Writing for Public Relations.....	143
12.	Public Relations Process, Research and Evaluation .....	155

**BLOCK-4: CORPORATE COMMUNICATION**

13.	Crisis Communication.....	167
14.	Corporate Identity and Image Management.....	177
15.	Financial and Trade Communication.....	189
16.	Corporate Social Responsibility .....	199



**Sample Preview  
of the  
Solved  
Sample Question  
Papers**

*Published by:*



**NEERAJ  
PUBLICATIONS**

[www.neerajbooks.com](http://www.neerajbooks.com)

# QUESTION PAPER

June – 2023

(Solved)

## ADVERTISING AND PUBLIC RELATIONS

M.J.M.-29

Time: 3 Hours ]

[ Maximum Marks : 100

Note: Answer any five questions. All questions carry equal marks.

**Q. 1. What are the kinds of audience motivations? How are they related to audiences' decision making process?**

**Ans. Ref.:** See Chapter-2, Page No. 18, 'Audience Motivations'.

**Q. 2. Explain the different departments of an ad agency.**

**Ans. Ref.:** See Chapter-4, Page No. 49, 'Departments of an AD Agency'.

**Q. 3. Discuss any two pre-testing techniques of advertising research that are commonly employed for campaigns.**

**Ans. Ref.:** See Chapter-6, Page No. 75, 'Pre-testing Techniques of Advertising Research'.

**Q. 4. Explain the stages of developing an effective media plan.**

**Ans. Ref.:** See Chapter-8, Page No. 102, 'Developing the Media Plan'.

**Q. 5. Explain the tools of Public Relations for internal publics.**

**Ans. Ref.:** See Chapter-10, Page No. 125, 'Internal Publics'.

**Q. 6. Explain any one model of PR Research. Use diagrammatical representation, if necessary.**

**Ans. Ref.:** See Chapter-12, Page No. 155, 'Theoretical Underpinnings in Public Relation Research'.

**Q. 7. What is the difference between corporate identity and corporate image?**

**Ans. Ref.:** See Chapter-14, Page No. 180, 'Corporate Identity vs. Corporate Image'.

**Q. 8. Discuss the strategic shift in PR practices in different corporate sectors.**

**Ans.** PR puts a positive spin on news stories and is often perceived as more neutral and objective than other forms of promotion because much of the

information is tailored to sound as if it has been created by an organization independent of the seller. Public relations materials include press releases, publicity, and news conferences. Companies also use PR to promote products and to supplement their sales efforts.

Many organizations that engage in public relations have in-house PR departments, media relations groups, or investor relations groups. Other organizations sometimes hire external PR firms or advertising agencies to find and create public relations opportunities for them. PR specialists must build relationships with people at different media outlets to help get their stories placed. Universities, hospitals, government organizations, and charitable organizations often hire PR people to help disseminate positive information about their services and to increase interest in what they do. As such, PR is part of a company's promotion budget and their integrated marketing communications.

PR specialists also help political campaign managers generate positive information in the press. PR specialists can handle crisis communication and put a positive view on situations when something bad happens to an organization or person. In foreign markets, PR agencies may help ensure product concepts are understood correctly. Getting all PR stories placed in desired media is not guaranteed. A lot of time and effort is spent getting to know people who can help publish or announce the information to the public.

Companies use a variety of tools for their public relations purposes, including annual reports, brochures and magazines for both employees and the public, Web sites to show good things they're doing, speeches, blogs, and podcasts. Some of the most commonly used PR tools include press releases, news conferences, and publicity. Sponsorships, product placements, and social media also generate a lot of positive PR.

With inflation, war and interest rates featured across many headlines, the economy in 2023 probably feels more uncertain than usual. A major way for businesses to survive and thrive is to fit the market's needs and retain the trust and engagement of their customers. Trust is more important than ever: It affects competition, it affects sales, and it affects employment.

Applying artificial intelligence (AI) to creative and public relations tasks opens a new world of tools. For example, AI algorithms can help create personalized digital experiences or help you generate content and visuals. A number of investors are confident that AI can solve myriad problems, and 1 in 5 PR professionals use AI in their strategies to communicate clearly and effectively.

**Q. 9. What is public opinion and how is it formed?**

**Ans.** Public opinion is one of the most frequently evoked terms in American politics. At the most basic level, public opinion represents people's collective preferences on matters related to government and politics. However, public opinion is a complex phenomenon, and scholars have developed a variety of interpretations of what public opinion means. One perspective holds that individual opinions matter; therefore, the opinions of the majority should be weighed more heavily than opinions of the minority when leaders make decisions. A contrasting view maintains that public opinion is controlled by organized groups, government leaders, and media elites. The opinions of those in positions of power or who have access to those in power carry the most weight.

Public opinion is often made concrete through questions asked on polls. Politicians routinely cite public opinion polls to justify their support of or opposition to public policies. Candidates use public opinion strategically to establish themselves as front-runners or underdogs in campaigns. Interest groups and political parties use public opinion polls to promote their causes. The mass media incorporate reports of public opinion into news story about government and politics.

Most simply, the public can be thought of as people who share something in common, such as a connection to a government and a society that is confronted by particular issues that form the bases of public policies. Not all people have the same connection to issues. Some people are part of the attentive public who pay close

attention to government and politics in general. Other individuals are members of issue publics who focus on particular public policy debates, such as abortion or defense spending, and ignore others. James A. Stimson, *Public Opinion in America*, 2nd ed. (Boulder, CO: Westview, 1999). They may focus on a policy that has personal relevance; a health-care activist, for example, may have a close relative or friend who suffers from a prolonged medical problem. Some members of the public have little interest in politics or issues, and their interests may not be represented.

An opinion is the position—favourable, unfavourable, neutral, or undecided—people take on a particular issue, policy, action, or leader. Opinions are not facts; they are expressions of people's feelings about a specific political object. Pollsters seeking people's opinions often say to respondents as they administer a survey, "there are no right or wrong answers; it's your thoughts that count." Opinions are related to, but not the same as attitudes, or persistent, general orientations toward people, groups, or institutions. Attitudes often shape opinions. For example, people who hold attitudes strongly in favor of racial equality support public policies designed to limit discrimination in housing and employment.

Public opinion can be defined most generically as the sum of many individual opinions. More specific notions of public opinion place greater weight on individual, majority, group, or elite opinion when considering policy decisions.

Public opinion can be influenced by public relations and the political media. Additionally, mass media utilizes a wide variety of advertising techniques to get their message out and change the minds of people. Since the 1950s, television has been the main medium for molding public opinion. Since the late 2000s, the Internet has become a platform for forming public opinion. Surveys have showed that more people get their news from social media and news websites as opposed to print newspapers. The accessibility of social media allows public opinion to be formed by a broader range of social movements and news sources. Gunn Enli identifies the Internet's effect on public opinion as being "characterised by an intensified personalisation of political advocacy and increased anti-elitism, popularisation and populism". Public opinion has become more varied as a result of online news

# Sample Preview of The Chapter

*Published by:*



**NEERAJ  
PUBLICATIONS**

[www.neerajbooks.com](http://www.neerajbooks.com)

# ADVERTISING AND PUBLIC RELATIONS

## Theories, Models and Appeals in Advertising

### INTRODUCTION

Advertising is a form of persuasive communication that involves paid messages intended to inform or influence people. It is considered an effective means of reaching consumers and influencing their choices. Successful advertising requires the right message to reach the right people at the right time, which involves careful planning and strategy. Various theories and models explain the advertising process, and understanding them can help in creating effective advertisements.

### CHAPTER AT A GLANCE

#### ROLE OF DIFFERENT THEORIES AND MODELS IN ADVERTISING

Advertising aims to create convincing messages and deliver them to targeted markets. The choice of delivery method depends on the situation, audience, and the originating business. Advertising models provide frameworks for delivering these messages and can be useful for developing a marketing communication plan.

The objectives of advertising include communication with potential customers and persuading them to adopt a product or develop a preference for it, leading to repeat purchases and brand loyalty. Several advertising models are commonly used, such as the DAGMAR model, AIDA model, Ehrenberg model, and DRIP model.

Theories are perspectives that help people make sense of their experiences and build a framework of concepts and principles. They provide understanding, insight into complexities, and stimulate learning. In advertising, theories and models help us understand the communication process by studying consumer psychology, behaviour, and socio-demographic factors. Different theories offer various approaches to advertising, making it a complex and intriguing phenomenon.

The following sections will explore and analyze some of these theoretical approaches to advertising in more detail.

#### ADVERTISING THEORIES AND MODELS

Theories and models in advertising help understand customers' decision-making process, psychology, motives, and emotions, enabling the creation of effective persuasive messages. By studying these models, the process of persuasion through communication becomes clearer and simpler.

##### The DAGMAR Model

DAGMAR, created by Russell Colley, stands for "Defining Advertising Goals for Measured Advertising Results." It is an approach used to measure objectives at each stage of communication. The objectives of advertising according to DAGMAR are as follows:

- (a) **Awareness:** Creating knowledge about the existence of a product or service to meet consumer needs and maintaining consistent presence in the market.
- (b) **Comprehension:** Providing information and understanding about the product to empower consumers to make informed choices.
- (c) **Conviction:** Persuading and influencing consumers' beliefs and interests in the product, creating a positive disposition to buy.
- (d) **Action:** Motivating consumers to make the final purchase of the product.

Comprehension involves ensuring that consumers have the right information about the product, including price, availability, offers, benefits, and features. The objective is to provide all the necessary information for consumers to make informed decisions before purchasing.

The objectives of the DAGMAR approach include:



2 / NEERAJ : ADVERTISING AND PUBLIC RELATIONS

- (a) Persuading a prospect to visit the showroom.
- (b) Establishing brand recognition and acceptance.
- (c) Achieving growth in market share.
- (d) Improving sales turnover.
- (e) Performing a complete selling function.
- (f) Advertising a special reason to buy.
- (g) Stimulating impulse sales.
- (h) Reminding people to buy.
- (i) Creating awareness about the product and brand existence.
- (j) Creating a favourable emotional disposition towards the product.
- (k) Imparting information regarding benefits and distinctive features of the product.
- (l) Combating and offsetting competitive claims.
- (m) Correcting false impressions, wrong information, and other hindrances to sales.
- (n) Aiding the sales force with sales promotion and selling activities and boosting their morale.

The underlying concept of the DAGMAR method is to focus on promotion rather than direct selling.

According to Russell Colley, well-founded objectives should have the following attributes:

- (a) **Target Audience: Well-Defined:** The target market should be clearly defined through demographic, psychographic, and geographic segmentation. This enables advertisers to design the message effectively.
- (b) **Concrete and Measurable:** Communication objectives should be concise, precise, and written clearly. They should be free from ambiguity or technical jargon and should be measurable.
- (c) **Specified Time Frame:** Objectives should have a defined time frame, allowing advertisers to set goals and design messages accordingly. The time frame should be realistic to ensure accurate measurement of results.
- (d) **Setting Benchmarks:** Creating benchmarks is crucial for effectively measuring the impact and effectiveness of advertising efforts.

**Advantages of the DAGMAR Approach:** Colley's DAGMAR approach provides several advantages, including:

- Specifying effective objectives that reach the target consumer and convert the company's investment into returns and profits.
- Helping in booking sales or altering opinions in favour of the product or service.
- Providing a framework for clear and measurable objectives, enabling better planning and evaluation of advertising campaigns.

**Application:** Maggi provides an example of the DAGMAR approach. Despite being temporarily taken off the shelves due to controversy, Maggi continued its advertising efforts. The advertisements took a humorous approach, showing people crying and praying for Maggi's comeback, to maintain constant awareness of the brand's presence even when it was not officially available.

Similarly, companies advertise products even during seasons when they are not in high demand. For example, beverages are popular in the summer, but advertisements for drinks and refrigerators are still shown throughout the year. This constant advertising aims to keep people connected with the products and maintain brand presence, even for well-established brands like Coke and Pepsi.

**The AIDA Model**

The AIDA model, created by Strong in 1925, defines the purpose of advertising as creating awareness, stimulating interest, and leading the consumer to take the desired action. The model suggests that buyers go through five cognitive stages before making a purchase. These stages include attention, interest, desire, and action.

**AIDA stand for?:** The AIDA model consists of four stages: Awareness, Interest, Desire, and Action. Advertisers aim to create brand awareness, generate interest, form an emotional connection and desire for the product, and ultimately prompt the consumer to take action, such as making a purchase.

In addition to these stages, an added attribute to the model is retention. Advertisers strive to maintain a bond with consumers, encouraging them to spread positive reviews, act as referrals, and engage in word-of-mouth marketing.

**First Step: Attention:** Getting the attention of the target audience is a challenging task for advertisers, especially in a media landscape filled with competing content. With numerous advertisements vying for attention, it becomes difficult for advertisers to

stand out. To break through the clutter, advertisers employ various strategies such as guerrilla marketing, innovative advertisements, and shock advertisements with ex-aggerated imagery. The primary goal is to create awareness of the product or service.

**Second Step: Interest:** The second step in the AIDA model is creating interest in the product, which is crucial for generating desire. This step can be challenging as it requires the advertising message to be clear, simple, and engaging. The advertisement should include subheadings and illustrations to capture the audience's attention. However, it's important to avoid overcrowding the advertisement with too many elements that may distract from the main message. A successful example of this approach is the advertisement for Ariel powder.

**Third Step: Desire:** After generating interest in the consumer, the next step in the AIDA model is to create desire. Advertisers must effectively communicate the need for the product by highlighting its benefits, unique features, and other relevant information that would persuade the consumer to purchase it. This step aims to create a strong desire or want for the product in the consumer's mind. By emphasizing the product's value and addressing the consumer's needs, advertisers can motivate the consumer to take action and make a purchase.

**Fourth Step: Action:** In the last step of the AIDA model, the goal is to prompt the consumer to take action. Advertisements should include a call to action, urging the consumer to respond immediately. This can be achieved through persuasive language and incentives such as free trials, discounts, or limited-time offers. The advertisement should create a sense of urgency and motivate consumers to act without delay. Each step in the AIDA model presents its own challenges, with the initial task being to capture the audience's attention. Multimedia campaigns and extensive exposure across various mediums can help overcome potential distractions. Once attention is captured, the focus shifts to generating interest, which can lead to desire and ultimately prompt the consumer to take action, such as gathering information, comparing options, and making a purchase.

#### **Ehrenberg Model**

Andrew Ehrenberg's view on advertising suggests that it primarily serves to publicize brands rather than persuade consumers. This perspective is referred to as

the 'Weak' theory of advertising. Ehrenberg believes that advertising has a limited effect on sales and brand loyalty and is mostly used defensively by advertisers to protect their market position.

#### **The DRIP Model**

The DRIP model, which stands for Differentiate, Remind, Inform, and Persuade, proposes that repeated contact with consumers can help a brand stand out and convince them to make a purchase.

**D-Differentiate:** Differentiating a product from competitors is challenging but crucial, whether through pricing, features, benefits, accessibility, or durability.

**R-Reinforces:** In the example of Binani Cement's advertisement featuring Amitabh Bachchan, the reinforcement stage of the DRIP model is demonstrated. By using Amitabh Bachchan's narration about the unbreakable nature of family bonds, the advertisement reinforces the brand message of Binani Cement, which is 'Sadiyonke liye' (For generations). The aim of the advertiser is to build a loyal consumer base and bring back customers who may have switched their preferences to other brands. Through this reinforcement, consumers transition from merely liking the brand to developing a preference and conviction towards Binani Cement.

**I-Inform:** In the context of the Hierarchy of Effects Model, the "Inform" stage involves communicating and educating prospects about the product's offerings. This includes providing information about new features, benefits, availability, offers, and value of the product. For example, Fogg perfume effectively communicates to customers that it provides 800 sprays, highlighting the benefit of extended usage compared to other perfumes. By informing customers about this feature, Fogg creates awareness and enhances the perception of value for their product.

**P-Persuade:** The 'Persuade' stage aims to influence the target audience to behave in a specific way and evoke a particular attitude within customers. To achieve persuasion, it is important to establish an emotional connection with consumers. This can be done through various strategies such as leveraging social media websites, offering free trials, exchange offers, and more.

An example of persuasive advertising is Hippo's Save Hunger campaign. Through this campaign, Hippo connects with its consumers on Twitter. Customers are encouraged to tweet at Hippo's Twitter

handle @Myhippo and as a result, Hippo snacks are made available at nearby shops. This approach triggers action-oriented behavior, such as trying out the product through a trial, leading to a potential purchase. By engaging consumers through social media and providing incentives, Hippo effectively persuades them to take action and become customers.

#### The Lavidge and Steiner Model

The Steiner model, known as the Hierarchy of Effects Model, identifies six stages of marketing communication: Inform, Persuade, Remind, Trail, Exchange, and Adoption. The model suggests that advertising should inform consumers about product offerings, persuade them to behave in a specific way, and remind them of the brand. Persuasion can be achieved by emotionally connecting with consumers through social media, free trials, exchange offers, and other incentives.

The Hierarchy of Effects Model consists of six steps that lead to consumer behaviour:

- (i) **Awareness:** Creating awareness about the product's presence in the market.
- (ii) **Knowledge:** Providing information and knowledge about the product through various sources.
- (iii) **Liking:** Ensuring that the consumer develops a liking for the product.
- (iv) **Preference:** Highlighting the product's benefits, features, and unique selling propositions to make it more desirable than competitors.
- (v) **Conviction:** Encouraging the consumer to make a purchasing decision through incentives like free trials or samples.
- (vi) **Purchase:** Facilitating the actual purchase of the product.

These six steps are categorized into three stages of consumer behaviour:

- I. Cognitive:** The consumer becomes aware of the product and gains knowledge about it.
- II. Affective:** The consumer develops a liking for the product and forms convictions about it.
- III. Conative:** The consumer takes action and makes the purchase.

By guiding consumers through these stages, advertisers aim to influence their behaviour and ultimately lead to product purchase.

#### Lasswell's Model of Communication

Harold Dwight Lasswell's model of communication focuses on answering the following questions to describe the communication process:

- **Who:** The sender or source of the message.
- **Says What:** The content or message being conveyed.
- **In Which Channel:** The medium or channel through which the message is transmitted.
- **To Whom:** The intended audience or receivers of the message.
- **With What Effect:** The impact or effect the message has on the audience.

Lasswell's model emphasizes three functions of communication: surveillance of the environment, correlation of components of society, and cultural transmission between generations. It recognizes the multicultural and diverse nature of communication in society.

Applying this model to advertising, we can analyze the different components of communication.

For example, in a print ad by Naukri (an online job portal):

- **Who:** Naukri.
- **What:** Available jobs.
- **Channel:** Print ad.
- **To Whom:** Target audience, i.e., jobless individuals.
- **Effect:** Positioning Naukri as an efficient job portal for the jobless and encouraging them to use the platform.

The Lasswell model offers advantages such as simplicity, applicability to various forms of communication, and the consideration of the message's effect on the audience. However, it has limitations, including the lack of consideration for feedback and noise in the communication process. It is also a linear model that doesn't account for the complexities of communication.

#### Maslow's Model of Hierarchy of Needs

Maslow's hierarchy of needs is a motivational theory that presents human needs in a five-tier model, often depicted as a pyramid. The needs, from bottom to top, are physiological, safety, love/belonging, esteem, and self-actualization.